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CLAIMS

1.   A method of harvesting usage data from a broadcast receiver
5   configured to detect and store such usage data, comprising:
        providing (16, 18) to said receiver a privacy policy identifying the usage
data sought to be harvested and the intended use for such data;
        at said receiver determining (22) whether a received privacy policy is
acceptable; and
10   if acceptable, at the receiver selecting (30) from store the usage data
identified in the privacy policy and transmitting (28) the same to the sender of
the privacy policy.

2.   A method as claimed in Claim 1, wherein the receiver presents a
15 received (20) privacy policy to a user, and acceptance or otherwise of said
policy is determined by user input (24).

3.   A method as claimed in Claim 2, wherein the receiver formats the
received privacy policy prior to presentation to the user.
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4.   A method as claimed in Claim 1, wherein the receiver stores
privacy policy preference data for a user and, based (26) on the same,
determines (22) automatically whether a received privacy policy is acceptable.

25   5.   A method as claimed in Claim 1, wherein the step of determining
acceptance (22) includes a process of negotiation (38) between the receiver
user and the sender of the privacy policy.

6.   A method as claimed in Claim 1, wherein a received privacy
30 policy may be partly accepted (22.B), with only a part (30.B) of the requested
usage data being transmitted (28) as a result.

7.   A method as claimed in any of Claims 1 to 6, wherein the receiver removes (32) direct identifiers for the user from the usage data prior to transmitting (28) to the sender of the privacy policy.

8.   A method as claimed in any of Claims 1 to 7, wherein the sender of the privacy policy provides (34) conditional access broadcast services and access thereto is conditional on user acceptance of the privacy policy and transmission of the usage data.

9.   Apparatus for harvesting of usage data comprising:

a broadcast receiver (50);

monitoring (54) and storage (56) means coupled with said broadcast receiver (50) and arranged to detect and store usage data relating to a users operation of said receiver;

an input (52) to receive a privacy policy identifying usage data sought to be harvested and the intended use for such data;

control means (58) coupled with said input (52) and said storage means (56) and operable to determine whether a received privacy policy is acceptable; and

an output (60) connectable to a back channel to the source of the privacy policy,

the control means (58) being arranged, on determination that said received privacy policy is acceptable, to select from said storage means (56) the usage data identified in the privacy policy and transmit the same to the output.

10.   Apparatus as claimed in Claim 9, further comprising an output device (62) wherein the control means (58) presents a received privacy policy to a user, and user input means (64) by operation of which a user determines acceptance or otherwise of said policy.

11.   A method as claimed in Claim 10, wherein the control means (58) is arranged to format the received privacy policy prior to presentation by the output device (62).

12.   Apparatus as claimed in Claim 9, wherein the storage means (56) holds privacy policy preference data for a user and, based on the same, the control means (58) determines automatically whether a received privacy policy is acceptable.

13.   Apparatus as claimed in Claim 9, wherein the control means (58) is further operable to determine partial acceptance of a received privacy policy, and to select from said storage means (56) only a part of the requested usage data.

14.   Apparatus as claimed in any of Claims 9 to 13, wherein the control means (58) is arranged to remove direct identifiers for the user from the usage data prior to outputting.

15.   Apparatus as claimed in any of Claims 9 to 14, wherein the broadcast receiver (50) is a broadcast television receiver.